

# NORTHERN NEWS

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## MOVING OUT ON THE BAY TRAIL

JUNE PUBLIC FORUM SET FOR SAN FRANCISCO

JUN 5 1990

DUNCAN & JONES

The 450-mile long Bay Trail, a recreational and environmental pathway that will ring the entire Bay Area shoreline, is picking up momentum. The project has been in the planning stages for several years and now the questions of public access, livability, alignment and design are being ironed out among trail enthusiasts, local officials, environmentalists, residents and businesses located along the proposed route.

A plan and environmental impact report were issued under the direction of the Bay Trail Committee, representing a coalition of 110 organizations—from recreational, environmental, governmental and private interests. The project is now in the implementation stage, and public forums are scheduled around the region in upcoming months to introduce the Bay Trail concept to local communities and garner support for specific segments of the Trail.

The first forum will be held Thursday, June 7 at 7:30 p.m. in the Commonwealth Club, 595 Market Street (at the Montgomery Street BART station) in San Francisco. Titled "Get Moving on the Bay Trail: How You Can Make the Difference," the meeting is co-sponsored by the Bay Trail Committee, the Association of Bay Area Governments, the Bay Planning Coalition, the Commonwealth Club Bay Area Platform, the San Francisco Estuary Project, and the Save San Francisco Bay Association.

The San Francisco forum will focus on four unfinished legs of the Trail that have drawn interest from the city's residents. The segments run along rapidly changing areas, such as the Presidio, the Embarcadero, the China Basin area, and Candlestick Point. The China Basin segment, for instance, will run through the huge Mission Bay development, which has

been a focal point of controversy for many years. Questions of alignment through the Presidio, meanwhile, fall into the larger debate of what will happen to the military complex when the Army turns the property over to the Golden Gate National Recreation Area in the early 1990s.

Some 270 miles of the trail have yet to be completed, with construction costs up to \$34 million, depending upon whether the paths are devoted entirely to bicycles or are multi-use, hiking and bicycling routes.



photo by George Draper

The Bay Trail will connect about 90 parks along the shoreline, tie into inland trails and provide views and access to the San Francisco and San Pablo Bays. The proposed trail has been designed to protect sensitive environments and educate users about San Francisco and San Pablo Bays' historical and environmental resources.

"Like any monumental public works endeavor, the Bay Trail is going to need a large cross-section of the public actively behind it," said State Senator Bill Lockyer of Hayward, legislative sponsor of the trail. "When it's completed, this trail will be a visible asset to the region, it will promote our natural beauty to the world and remind us locals that we live in a special place." Senator Lockyer, San Francisco Supervisor Nancy Walker, and representatives of the sponsoring agencies are among those who will speak at the June 7 forum.

The Bay Trail project is staffed and supported by the Association of Bay Area Governments. For more information on the project, contact ABAG Trail Manager Jill Keimach at (415) 464-7935.

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# TAKING CARE OF BUSINESS

by Ann B. Millican

## AICP Post-Mortem

AICP Coordinator Don Bradley reports that about 30 planners crammed for the AICP exam by attending the final AICP Training Session in April. Frank Wein, Cal Chapter's AICP Representative, participated in the briefing. About 30 planners took the exam on May 17. The post-mortem review was that it was analytical, tough, had only one planning history question, and was very different from the test last year. Exam-takers will all receive a special invitation to the Awards Banquet at U.C. Berkeley on June 28.

## Northern Section Comments on Cal Chapter Action Agenda

A Board Sub-committee chaired by Don Steiger, with input from Frank Osgood, Jon Holan, and Daryl Boyd, presented a critique of Cal Chapter's Action Agenda at the May Board meeting. A statement will be sent to Cal Chapter with this message, focused on the regional planning platform in the Draft Action Agenda:

- o The State of California needs a new vision of planning, which must include a strong role for regional planning.
- o Regional planning agencies should be integrated, instead of separate and single-purpose.
- o The form and content of regional plans should come from the "bottom up"—from cities and counties—not legislated and mandated from the "top down"—from legislators and lobbyists.
- o Regional planning should use a "general plan" type process to create a dialogue between cities/counties and regional/state representatives, with the goal of making and implementing regional plans. What level of government is responsible for what kind of planning should be a product of this dialogue.
- o Strategies to implement regional plans should wield carrots as well as sticks.

The Board discussed what role Cal Chapter and sections have in facilitating the public forum on regional planning. We discussed the possibility of Cal Chapter or Sections holding a series of Town Hall meetings throughout the state to get input from all levels of government on regional planning. Director Pro-Tem Frank Osgood will attend the June Cal Chapter Board meeting to present the Section's input. We'll let you know what happens.

## Don't Forget APA Northern Section's 'PARTY AT THE TOP'

There is still space available for APA's FREE party in the View Lounge on the 39th floor of the new San Francisco Marriott Hotel on Tuesday, June 12. This is a great opportunity to explore this controversial new building at 4th and Mission Streets, which has been called everything from a modern-day Chrysler Building to an oversized juke box. Gerald Adams, urban planning and architecture critic for the San Francisco Examiner, will be on hand to share his thoughts on the building.

The party begins at 5:30 p.m. Beer, house wines, and well drinks will be available at discounted prices. Admission is free but limited, so call now and reserve a space. Call Steve Wanat at 435-1651.

# BIG BASH IN BERKELEY

## ANNUAL AWARDS BANQUET SET FOR ~~JUNE~~ JULY 28

The annual APA Northern Section Awards Banquet is almost here!

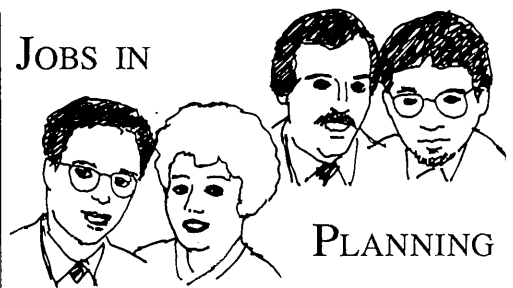
Each year, APA Northern Section honors its brightest and best by presenting awards for outstanding planning projects or accomplishments. It's time once again to acknowledge the significant professional achievements of our colleagues and recognize programs which have been particularly effective, innovative, and unique. This is one of the most exciting events sponsored by APA Northern Section each year, and this year should be no exception.

This year's program will be held on **Thursday, June 28 at the U.C. Berkeley Faculty Club.** The festivities begin at 6:15 p.m., with a no-host bar cocktail hour. Dinner and the awards program will run from 7:15 to 9:30. The evening's menu will feature snapper with black beans and tomato salsa.

Awards Chairman Wayne Goldberg and Section Director Ann Millican will host the event, describing the winning projects and presenting the award certificates.

More than 20 projects were nominated for Section awards this year, and the jury has been busy deliberating over the winners for the past few weeks. All of the winning projects will be on display at the event, and a slide presentation showcasing the projects will precede the program. In addition to the awards, the Section Board of Directors will recognize past officers who have contributed to the organizational development and leadership of Northern Section CCAPA and will introduce the newest members of the Board. There will also be special congratulations to those who took the recent AICP exam. Finally, there will be a number of special guests on hand, so be ready to applaud.

This is a perfect opportunity to get acquainted with Northern Section and enjoy the season's most entertaining social event. Mail in your coupon now and we'll see you on the 28th!



**PLANNER I — Contra Costa County Comm. Dev. Dpt.** (\$2,364 to \$2,606/mo.) Seeking qual. individuals who are interested in careers as prof. land use planners. Req's college degree with a major in planning. Apply by: June 29, 1990. Address below.

**TRANSPORTATION PLANNER — Contra Costa County Comm. Dev. Dpt.** (\$3,169 to \$3,853/mo.) Resp. for prof. level planning functions in the research and analysis of complex transp. problems and projects. B.A. in transp or urban planning, or a closely rel. field plus 2 yrs. full-time or equiv. prof. level transp. planning exp. is req'd. Apply by: July 6, 1990. Address below.

**SENIOR TRANSPORTATION PLANNER — Contra Costa County Comm. Dev. Dpt.** (3,798 to \$4,617/mo) Responsible for conducting, directing and supervising personnel in the prep. of research studies and analysis of transp. planning issues. B.A. in planning, or rel. field and 3 yrs prof. transp. planning exp. Apply by: July 6, 1990.

For information and application, contact: **Contra Costa County Personnel Department**, 651 Pine St., Martinez, CA 94553; phone: (415) 646-4047.

**PLANNER — The Planning Collaborative.** Established planning and design firm desires a planner with 3 to 5 years exp. and interests in land use planning, env. assessment and transp. analysis. Send resume to: The Planning Collaborative, Pier 33 North, San Francisco, CA 94111; Attention: John Dowden.

**ASSOCIATE PLANNER — City of Brentwood, CA.** (\$3,145 to \$3,822/mo. plus benefits). Performs planning research and analysis in land use, zoning, general plan implementation, and major dev't. proposals. Exc. opp. for a qualified professional in a growing community. Two years of municipal planning experience req'd. Open until filled. Apply at: Brentwood City Hall, 708 Third Street; Brentwood, CA 94513. Questions: Call David Brennan at (415) 634-0808.

### Reservation Form

**YES! I wouldn't dream of missing this event!** Enclosed is a check for \_\_\_\_\_ (\$25 per person) payable to Northern Section, CCAPA.

Name: \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Name: \_\_\_\_\_

Return by June 20 to Wayne Goldberg, City of Santa Rosa Planning Department, PO Box 1678, Santa Rosa, CA 95404.

(more Jobs on page 5)

## NEWS FROM THE PACIFIC RIM

### Master Planning a 'New City' in Taiwan

by Stephen Wanat, International Liaison

I spent the month of March in Taiwan preparing a master plan and urban design plan for the redevelopment of a 17-acre textile factory site outside Taipei. In one very intensive month, I planned 7.5 million square feet of space, predominantly in 25 high-rise buildings, with a large shopping center, pedestrian plazas, malls, parks, and a boulevard.

Individual buildings will be designed by local architects, and in three to four years the "New City" should be built. While in Taiwan, I met with representatives of their planning association, and we agreed to exchange newsletters and keep each other informed of special events. They have a yearly regional conference of planners from Taiwan, Japan, and South Korea. When more information is available, it will be published in Northern News.



Steve Wanat and members of the Taiwan design team.

## A Letter From Lionel Wilson

Dear Northern Section,

As Mayor of the City of Oakland, I wish to express gratitude and appreciation for the APA's donation of \$309 to the Mayor's Earthquake Relief Trust Fund. Your generosity will directly benefit those needing assistance in recovering from damages stemming from the October 17, 1989 earthquake's devastation.

On behalf of the citizens of Oakland, I wish to offer our wholehearted thanks—the local and global outpouring of concern, sympathy, and assistance from individual citizens, community organizations, corporations, and governmental agencies has been magnificent. The generosity of so many has been heart-warming and most gratifying.

As we enter the 1990s, let us join in reaffirming a strong commitment to unity and cooperation in nurturing the most positive aspects of human nature. The events taking place in Eastern Europe and South Africa show just how powerful the human spirit can be in effecting change.

Again, my thanks for your compassion, concern, and assistance.

Sincerely,

Lionel J. Wilson  
Mayor

*Editor's note: Northern Section received this letter after donating the proceeds from the 1989 Holiday Party to the Mayor's Earthquake Relief Trust Fund.*

## HEADING FOR THE HILLS

### SECTION JULY EVENT FOCUSES ON HILLSIDE DEVELOPMENT

This summer, APA Northern Section will sponsor a very special evening presentation and discussion on Hillside Planning Issues in the Bay Area. The event will be held on Thursday, July 26 at the Mirassou Winery in San Jose.

A wine-tasting and hors d'oeuvres reception, beginning at 5:30 p.m., will precede the event. The program will start at 7:00 p.m. and will feature speakers from both the public and private sector involved in planning, design, and regulatory issues in hillside areas. The presentations will focus on case studies of controversial hillside projects in the South and East Bays, and should be followed by a lively discussion of policy and development issues.

Mirassou Winery is located at 300 Aborn Road in San Jose. The Winery lies at the base of San Jose's eastern foothills and is adjacent to some of the most controversial hillside development proposals in the Bay Area. Watch the July APA newsletter for details on the cost of this event, and the scheduled speakers. Mark the date in your calendar now!

*Earth Day—Then and Now***REVISITING THE “WONDER YEARS”**

Remember April 22, 1970? I do. April 22, 1970 was the day my fifth grade class set out to save the earth. Granted, we were a bunch of 10-year olds who didn't have a clue what we were doing or how we would do it. Inspired by a progressive (“really neat!”) teacher and TV coverage of oil-soaked ducks, we were suddenly transformed from carefree hooligans to pre-pubescent activists.

It was on Earth Day, 1970 that we, the fifth grade at Myers Corners Elementary School, declared ourselves the “APES” (Anti-Pollution Environment Savers) and began a consciousness-raising crusade in Wappingers Falls, New York. We initiated a ‘paper drive’, a community clean-up, and a door-to-door survey on pollution. We even published a monthly newsletter, *Pollution Today*, with recycling tips, nature facts and figures, and a comic strip about a talking dog who bit litter-bugs.

Twenty years later, on Earth Day 1990, I found myself reminiscing about the APES and coping with the unavoidable dose of cynicism that came with the day's television and live-action extravaganzas. I also found myself wondering about life as a child-activist and life as an urban planner. Was I carrying out the mission started by the APES in my personal and professional life?

Then I remembered the official slogan of Earth Day 1990: “Think Globally. Act Locally.” If the planning profession were to adopt an official slogan, this would not be a bad first shot (although “Think Regionally. Act Locally” might be more trendy). Clearly our local planning departments and regional agencies are a perfect place to begin acting locally on environmental issues. Hype or no hype, Earth Day 1990 provided planners with a benchmark to evaluate our successes and failures as environmentalists, and an opportunity to re-dedicate ourselves to the environment in the future.

As planners, our responsibility to the environment is inescapable. After all, we conserve wetlands, maintain air quality, manage solid waste and protect open space, right? We tout the environmental benefits of particular land use patterns, development methods, and jobs-housing relationships. We have a professional obligation to educate the public on how they can “act locally” while they are thinking globally. We may not fancy ourselves as environmental activists, but we are certainly environmental advocates. On a personal level, it's up to us to set an example for our friends, neighbors and families by practicing what we preach.

Public understanding and awareness of environmental issues has risen dramatically since 1970. Paradoxically, waste and consumption seem to have risen just as fast. As we move through the 1990s, each of us needs to be conscious of our roles as environmental advocates and our responsibilities as environmental planners. For us, every day should be “Earth Day.” Let's all be APES.

—the Editor

**More...****JOBS IN PLANNING**

**DIRECTOR OF PLANNING** — City of Emeryville, CA. (\$50,000 to \$60,000/year DOQ plus full benefits) Seeking mgmt-level prof. planner with proven technical/ interpersonal skills to direct the City Planning Dept. The Director works under the direction of the Deputy City Mgr. and advises the Planning Commission, the Redevel't Agency, and City Council. Master's in City Planning highly desirable. Req's. 5 yrs. prof. exp. with at least 3 yrs. at a managerial level. Applications avail. from the Personnel Office at 2200 Powell Street, 12th floor, Emeryville, CA 94608. Resume not accepted in lieu of application packet. Apply by: July 18, 1990, 5:00 p.m.

**PLANNER/URBAN DESIGNER (Project Manager)** — POD/Sasaki. Expertise in physical planning, community planning, and urban design; demonstrated project mgmt. skills, 6-8 yrs. exp., undergrad. degree in LA or Arch. with advanced degree in planning or urban design. Address below.

**PLANNER/LANDSCAPE ARCHITECT (Project Manager 2)** — POD/Sasaki. Same reqmt's as above with emphasis in public sector work, including specific plans. Exc. writing skills and graphic skills are mandatory. Address below.

**LANDSCAPE ARCHITECT - SITE DESIGNER** — POD/Sasaki. Exceptionally strong skills in site-specific design and planting design; 4-8 yrs. exp. Masters in LA or equiv. is req'd.

POD/Sasaki is a result of the recent merger of Sasaki Associates, Inc. and POD, Inc. Work includes both public and private sector clients throughout the West Coast, Asia, and Europe. Please submit your resume in confidence to: R.Sabbatini, POD/Sasaki, 444 DeHaro, San Francisco, CA 94107.

**URBAN DESIGNER** — Sedway Cooke Associates. Urban designer with arch./planning background and exp. in preparing spec. plans, urban design guidelines, and master plans. Work on projs. in California and New York. Min. 2 yrs. exp. as an architect or urban designer req'd. Prefer bachelor's in Arch, Landscape Arch., or Planning, and master's in Planning or rel. field. Must have good design, analytical, drawing, writing, and org. skills. Send resumes to Sedway Cooke Assoc., 101 Howard St. Suite 200, San Francisco, CA 94105. Min./women encouraged to apply.

## Planlines

by Chuck Myer

### Planning for Yuppies

Just as police departments nationwide are educating themselves on how to combat illegal computer viruses, city planners are gearing up for some high-tech changes of their own. Yes, it's true. Our cities are being redesigned to meet the needs and tastes of yuppies.

I saw it in action recently at the unveiling of the plans for a new downtown in an existing city in the throes of redevelopment. In the design of the sidewalks and street furniture, the intent of the thirty-ish urban designers was clear: new standards are being ushered in for the 1990s, and their generation is setting those standards. The banks on the Main Street will now have pockets for landscaped curbside stalls near ATM machines, where BMWs can rev in idle while their drivers grab a few "yuppie bills" (twenties). Bakeries will provide similar areas while the same drivers use their \$20s to pick up bagels for the office.

Other design elements are becoming common as baby boomers have babies of their own. Child-care facilities are being designed into more community facilities than ever before. Drive-up windows and expanded hours at banks and other services beckon the mobile baby boomers with two-income lifestyles. Cooperative supermarkets are turning into upscale delis and gas stations are turning into stop-n-go markets. On the residential front, baby boomers have more cars per family, which they park outside since their garages are being used for storage of "disposable income" goods. Planners are realizing that the average home will soon also be a workplace for a computer-oriented home occupation, with a gazebo spa structure just outside the window.

Transportation planning is particularly affected by these social changes. One of the biggest challenges facing planners in large urban areas is keeping the jobs near housing. The result of failure to do this, of course, is longer and longer commute times. Some new trends in transportation planning are actually designed to change the bad habits of the "me-generation." An example is the diamond (or car-pool) lane aimed at upwardly mobile executives who commute alone (they won't let anyone else touch their cars, much less sit in them). Tempted by the emptiness of this "fast lane," more yuppies are ticketed for driving alone in the diamond lane than any other socioeconomic group. The Highway Patrol also reports that they are also the most adept at making up excuses!

Recreation planning is also coming of age, with more parcourses, mountain bike paths and jogging trails. Older employment centers are being retrofitted to include gymnasiums and showers. And the proliferation of buildings designed for health clubs, racquetball facilities, and aerobics classes also follows the growth in leisure activities.

The new generation of homeowners is also more information-rich and knowledgeable about planning-related issues. But because they're busier, their entrances into the public arena are usually late, usually reactive rather than proactive, and usually illustrative of the NIMBY ("Not In My Back Yard!") attitude.

There is no question that the planning profession has been permanently affected by yuppie culture, just as the new breed of police are learning to cope with white-collar yuppie crimes. But if you're a yuppie and you get arrested, don't worry. You're allowed to send one FAX.

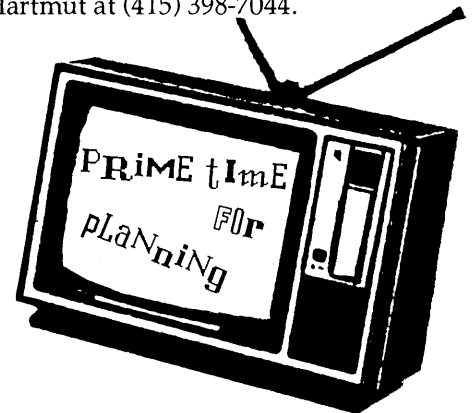
### Sent in your videos yet??

... there's still time.

This fall, Northern Section CCAPA and related professional organizations will jointly sponsor a symposium on planning and the media. The Section hopes to establish an ongoing dialogue among urban planners and designers and the video and television community. The day-long symposium will feature videos produced or commissioned by planners, designers, educational institutions, and others on planning issues in Northern California.

The pieces may be chest-pounding or modest, sketchy or sophisticated, general or specific (including public service announcements). We want to feature your videos as examples of how **planners, designers, and related professionals are using TV and video** to get their respective messages across.

We need to plan early. Please send your VHS copies to the Symposium Committee, c/o Hartmut Gerdes, 725 Filbert St., San Francisco, CA 94133, or call Hartmut at (415) 398-7044.



#### NORTHERN NEWSMAKERS

Radford (Skid) Hall Ph.D., AICP, formerly chief of permit review for the San Francisco District of the Army Corps of Engineers, has opened his own land planning and permitting consulting practice in Foster City. Lisa Redekop has been hired as the Executive Director of the Information Center, the first service in the Bay Area to provide market research to architects, engineers, planners, and other design professionals.



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## Summer Calendar of Events

- June 7 'Get moving on the Bay Trail: How You Can Make the Difference'. At the Commonwealth Club, 595 Market, San Francisco. 7:30 p.m. Call Jill Keimach at (415) 464-7935.
- June 12 'Party at the Top!' The new Marriott in San Francisco. See page 2 for details. Call Steve Wanat (415) 435-1651 for more information.
- June 21 'Visionary San Francisco: an Evening at the Modern.' 6:00 to 9:00 p.m. San Francisco Museum of Modern Art. Invitation enclosed.
- June 28 Northern Section Awards Banquet. U.C. Berkeley Faculty Club. See page 3 for details and reservation form.
- July 19 to July 20 Neotraditional Town Planning. AICP conference at the Sir Francis Drake in San Francisco. For more information call Loward Tucker at (312) 955-9100.
- July 26 Hillside Planning Issues in the Bay Area. 7:00 p.m. Mirassou Winery, San Jose.
- July 29 to August 1 Playful City Conference. Stanford University. Call PLAE, Inc. for more information (415) 845-7523.

**DON'T MISS**  
**Northern Section CCAPA's Annual Award Banquet**  
**on June 28th at the U.C. Berkeley Faculty Club**  
See page 3 for details

### NORTHERN NEWS

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